

REAL WARRIORS★REAL BATTLES
REAL STRENGTH



Real Warriors Campaign

Force Health Protection & Readiness Conference, Phoenix AZ

August 2010



DEFENSE CENTERS OF EXCELLENCE
For Psychological Health & Traumatic Brain Injury

Agenda

- Campaign Background
- Social Marketing Framework
- Major Elements of the Campaign
- Real Warriors Speak
 - MAJ Jeff Hall
- How To Get Involved



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What Is the Campaign?

The Real Warriors Campaign is a multimedia public education campaign designed to combat the stigma associated with seeking psychological health treatment and encourage service members to get appropriate treatment. The campaign is an **integral part** of the Department of Defense's efforts to eliminate the stigma that was identified in the Mental Health Task Force Report in 2007.



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Campaign Goals

- **Create awareness** about the resources available for mental health care treatment among Service members, their families, their commanders and the public at large.
- **Create understanding** regarding the obstacles Service members feel prevent them from seeking treatment for PH and TBI issues.
- **Create investment** in the concepts resilience and early intervention as well as the roles they play in successful treatment, recovery and reintegration for returning Service members and overall force readiness.



THEN

“Stigma, the shame or disgrace attached to something regarded as socially unacceptable, remains a critical barrier to accessing needed psychological care.”

*Mental Health Task Force Report,
June 2007*

NOW

“Admitting psychological treatment is not an impediment to getting or keeping a security clearance. The department also launched the **Real Warriors Campaign**, a national multimedia public education effort designed to combat this stigma.”

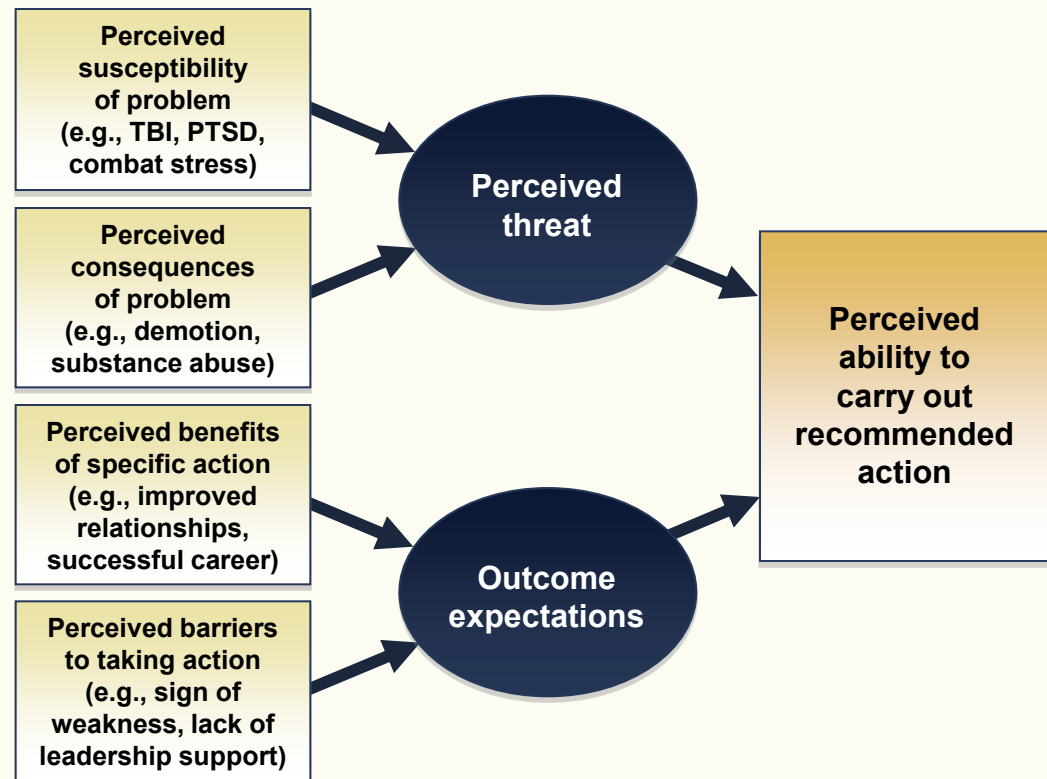
*Secretary of Defense Robert M. Gates
October 2009*



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Campaign Framework: Health Belief Model

- The Real Warriors Campaign is based upon the health belief model (HBM).
- The HBM is a framework for motivating people to take positive health actions that uses the desire to avoid a negative health consequence as the prime motivation.



facebook

Home Profile Friends Inbox

Ruthie Seeley Settings Logout



Real Warriors

Wall Info Photos Boxes Notes RSS/Blog

Suggest to Friends

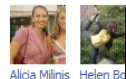
Subscribe via SMS

A multimedia public education campaign designed to combat the stigma associated with seeking psychological health care and treatment and encourage service members to increase their awareness and use of these resources.

Fans

6 of 731 fans

See All



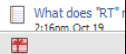
Alicia Milinis Helen B.



Charlie Hoehlein Lindsey Merchan

Notes

3 of 174 notes



2:16pm Oct 19

Write something...

Attach:

Share



Real Warriors Military hero honored by persistence of nephew, the newest Medal of Honor awardee (posthumously) - <http://bit.ly/12obo3>



Top honor goes to isle soldier - Hawaii News - Starbulletin.com

Source: bit.ly

Hawaii News - Hawaii coverage and reports on news, sports, business, entertainment, and events

Yesterday at 2:07pm · Comment · Like · Share



Hey there! **realwarriors** is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? **Join today** to start receiving **realwarriors's** tweets.

Join today!

Already using Twitter from your phone? [Click here](#)



realwarriors

Real Warriors Campaign discussed as an example of "Innovative Partnerships and Programs combating stigma" [#mentalhealthsummit](#)

about 19 hours ago from TweetDeck

Military hero honored by persistence of nephew, the newest Medal of Honor awardee (posthumously) - <http://bit.ly/12obo3>

about 20 hours ago from TweetDeck

Montana's program to aggressively screen combat veterans for

Name Real Warriors
Location Arlington, VA
Web <http://www.realwarriors.net>
Bio Campaign from Defense Centers of Excellence for Psychological Health & Traumatic Brain Injury. Following does not equal endorsement.

1,604 following 1,105 followers 25 listed

Tweets 173

Favorites

Following



Live chat with Masters level trained health resource consultants

Contact the National Suicide Prevention Lifeline

Subscribe to the listserv for campaign updates

Read through or contribute to interactive message boards

Connect with Real Warriors on Facebook and Twitter



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Educate Yourself With Online Articles

- More than 50 articles on a wide variety of topics related to resilience, recovery and reintegration.
- New articles added several times a month with tailored content for Active Duty, Guard & Reserve, Families, Veterans and Health Professionals.
- Read the latest articles at www.realwarriors.net/featuredarticles.

Tips for Spouses of Returning Service Members

As the wife or husband of a service member returning from deployment, you are probably both excited and nervous about the homecoming. A lot of time and significant events have passed during the deployment and there will be a time of natural adjustment. The days and weeks following the return home will include challenges but there are some things you can do to ease the reintegration for both of you.

What to Expect During the Reunion

- It is normal to feel nervous and anxious about the homecoming. This does not mean you aren't happy to see your spouse.
- Realize the day of homecoming is stressful. Plan for homecoming day but keep your plans simple and flexible. Try to avoid high expectations.
- Expect to feel out of sync with each other at first. You both have been through separate experiences during the deployment and have changed as a result.
- Avoid over-scheduling the first few days after the return. Your spouse may be experiencing jet lag from a long trip home and may need a few days to adjust to the time change.

Tips for Communicating with your Spouse

- Talk with your spouse. Tell your spouse how you feel and listen to your spouse in return. The best way to regain closeness and rebuild family routines is by talking and actively listening.

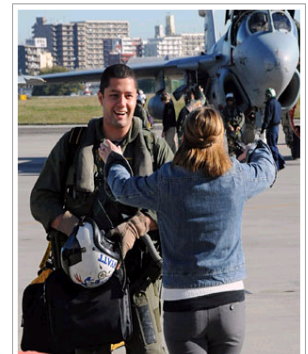


Photo by Mass Communication Specialist 1st Class J.D. Yoder



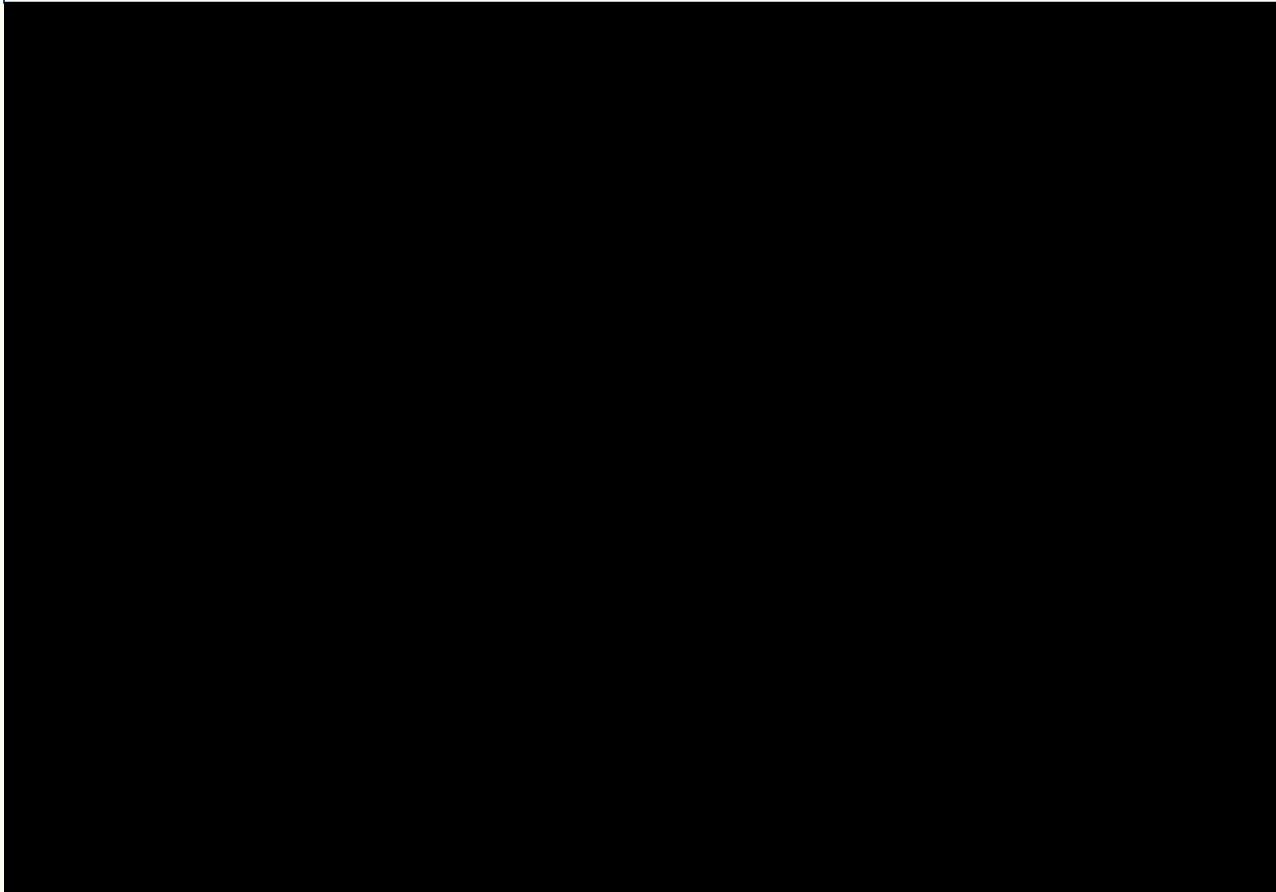
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Real Warriors Speak

- 9 PSAs in rotation on 8 channels of the Armed Forces Radio and Television System.
- 11 Video Profiles on the web site available for download and use in trainings, unit briefings, or other settings.



Real Warrior Profile: MAJ Jeff Hall



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Share A Personal Story

- The Real Warriors Campaign is actively seeking stories of organizations or individuals combating stigma.
- Existing profiles and PSAs are available for download and viewing by visiting the Multimedia page of the campaign Web site <http://realwarriors.net/multimedia>
- Share your story by emailing dcoe.realwarriors@tma.osd.mil



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Request Campaign Print Materials

Real Warriors Poster



- Service-specific posters, brochures, flyers, campaign ads and other materials are available.
- E-mail dcoe.realwarriors@tma.osd.mil to request materials.

Real Warriors Brochure

The brochure is a vertical layout with a yellow header. The first section, 'REACHING OUT IS A SIGN OF STRENGTH', includes contact information for a trained health resource consultant. The second section, '5 TOOLS THAT REINFORCE PSYCHOLOGICAL STRENGTH', lists five free, confidential resources available 24/7. The third section, '1 CALL THE DCOE OUTREACH CENTER', provides information about the outreach center and includes a quote from Secretary of Defense Robert M. Gates. The bottom right features a photo of a woman talking on a phone. The brochure also includes the 'REAL WARRIORS ★ REAL BATTLES REAL STRENGTH' logo at the bottom.



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Become a Campaign Partner

- Benefits of partnership include:
 - User friendly toolkit that includes campaign information, an official partnership recognition certificate and collateral materials
 - Subscription to the Partner Update – a quarterly e-newsletter featuring partner highlights and campaign updates
 - Invitation to monthly webinars on a variety of topics related to psychological health and traumatic brain injury
 - Opportunity to participate in Real Warriors Campaign Partner Forum
- For more information or if your organization is interested in becoming a partner, e-mail Realwarriors.Partners@tma.osd.mil or visit the Partner page at the campaign Web site www.realwarriors.net/partner



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The screenshot shows the Real Warriors Campaign website. At the top, it says "REAL WARRIORS★REAL BATTLES REAL STRENGTH". Below this is a navigation bar with links: HOME | ABOUT US | RESOURCES | MULTIMEDIA | PRESS ROOM | CONTACT US. A search bar is also present. The main content area is divided into several sections: "ACTIVE DUTY", "NATIONAL GUARD & RESERVE", "VETERANS", "FAMILIES", and "HEALTH PROFESSIONALS". There's a "FEATURED ARTICLES" section with links to "National Resource Directory", "Traumatic Brain Injury, PTSD, and Resilience", and "Real Story". A "24/7 HELP" section provides contact information for the DOD Outreach Center for Psychological Health and Traumatic Brain Injury (888-966-1020) and the National Suicide Prevention Lifeline (1-800-273-TALK). A "LIVE CHAT" button is also visible. The bottom section includes "ABOUT US", "MULTIMEDIA", and "IN THE NEWS".



REAL WARRIORS★REAL BATTLES REAL STRENGTH

A collage of images related to the Real Warriors Campaign. It includes a helicopter, a soldier in a yellow shirt, a close-up of a soldier's face, and a soldier in a helmet. The text "REAL WARRIORS." is overlaid on the top right, and "REACHING OUT MAKES A REAL DIFFERENCE." is overlaid on the bottom.

A document titled "Real Warriors Campaign Launch: One-Month Results". It includes a table with columns for "Date", "Location", "Number of Participants", "Number of Trainers", "Number of Trainers", "Number of Trainers", and "Number of Trainers". The table shows data for various locations and dates. Below the table, there is a section titled "What's Next?" with a list of items to be completed.

REACHING OUT MAKES A REAL DIFFERENCE.

A collage of images of soldiers in various settings. The text "REACHING OUT MAKES A REAL DIFFERENCE." is prominently displayed at the top.

REACHING OUT MAKES A REAL DIFFERENCE.

Discover real stories of courage in the battle against combat stress.
Call Toll Free 866-966-1020 • www.realwarriors.net

YOU ARE NOT ALONE

REAL WARRIORS★REAL BATTLES
REAL STRENGTH

If you or your loved one is affected by combat stress, we have people and resources available 24/7 to help.

At www.realwarriors.net you can chat online with mental health consultants who understand and connect with members in psychological health and traumatic brain injury. Find articles that confirm the service members and families at all stages of deployment. Connect with other service members and families, and share your experiences through the Real Warriors.

message boards. Watch videos of veterans who sought psychological health care in treatment and not only continue to serve, but also thrive.

All this and more we just a click or call away.

REACHING OUT MAKES A REAL DIFFERENCE.

www.realwarriors.net
866-966-1020

REAL WARRIORS★REAL BATTLES REAL STRENGTH

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REACHING OUT MAKES A REAL DIFFERENCE.

Discover real stories of courage in the battle against combat stress.
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866-966-1020

See newly-updated resources for health professionals at Real Warriors site:
http://www.realwarriors.net/...

Visit DOD poster session #4897 on PTSD and Protective Factors Among Soldiers Deployed to Iraq, Dr. Scarp 11:15-12:15 AM Exhibit Hall.

Campaign Contact Information

Web site: www.realwarriors.net

Phone: **866-966-1020**

Join the Real Warriors Network to receive updates: Sign up online at www.realwarriors.net/emailupdates or e-mail dcoe.realwarriors@tma.osd.mil

Media inquiries:

Dcoe.media@tma.osd.mil or call 877-291-3263

Requests to share personal story: dcoe.realwarriors@tma.osd.mil

Partnership Program inquiries: RealWarriors.Partners@tma.osd.mil

Web site - technical issues/comments/feedback: webmaster@realwarriors.net



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